



# DFS Guam

## Retail Business Re-Opening Plan

*as of Aug 6<sup>th</sup>, 2020*

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\* Available for onsite review (included in DFS master binder).



# INTRODUCTION



At DFS, we care deeply about our customer and employee wellness and have developed plans to ensure adherence in accordance with the Chalan Para Hinemlo minimum Pandemic Workplace Operational guidelines which we outline in this document for your review. Should you have any questions, please contact Gerard Damian, Loss Prevention/Safety Manager at 488-3385 or Steve Cruz, AGM Operations at 777-6132.

DFS Guam L.P. operates two retail stores on Guam and a Central Distribution Center at the following locations:

**T-Galleria**

Lot 5076-3-5-1 & 5076-3-5-R2 New  
1296 Pale San Vitores Road  
Tumon, Guam 96913

**The Point aka Godiva Café**

Lot 5076-3-2R2 New R1  
1245 Pale San Vitores Road  
Tumon, Guam 96913

**DFS Central Distribution Center**

600 Bello Road  
Barrigada, Guam 96913

In summary, the following are some of the heightened measures we are taking to ensure a safe and comfortable shopping environment for our customers and employees:

- Limit occupancy based on most recent requirements pursuant to Executive Order or Guam law.
- Mandatory use of face masks prior to entering and while shopping in our stores.
- Temperature checks (customers, employees and vendors) will be conducted prior to entry

*continuation...*

- Automatic hand sanitizer dispensing units will be available at all entrances as well as made available throughout the store.
- Signage will be displayed at all entrances and throughout the store to remind customers and employees of the following:
  - to maintain social distancing of at least 6 feet;
  - to wash your hands properly and regularly;
  - use hand-sanitizer when hand-washing facility is not readily available
  - to wear a mask.
  - How to stop the spread of COVID-19
  - How to promote everyday protective measures
  - Persons who are experiencing respiratory illness and symptoms of COVID\_19 are prohibited from entering.
- We will ensure in-store seating and back of house meets social distancing requirements and are disinfected between use by customers.
- Floor marker will be used in areas where people will form a line to maintain a safe social distance while shopping
- Public areas i.e., restrooms and high touched surfaces will be cleaned and disinfected every 30 minutes.

*continuation...*

- UV lights have been installed in all AHU and increase air conditioning maintenance cleaning scheduled for maximum sanitary conditions.
- DFS will provide options to our customer for product trials, all based on their level of comfort

### **Employee reorientation prior to reopening**

- Review of social distancing policy.
  - Managers/supervisors will be provided additional training to understand their responsibilities for enforcing policies. These individuals will be designated as responsible contacts to oversee and ensure implementation/enforcement.
- Review safety communication policy for returning employees and customers that explain safety protocols (measures DFS is taking and what precautions employees/customers should take), and where to report any issues.
- Review of workplace modification to ensure social distancing i.e., occupancy in conference and break rooms will be limited to ensure social distancing.

*continuation...*

- Discuss interactions and physical contact policies:
  - Hold fewer in-person meetings and using increased conference calls or video conferences where possible
  - Communicate to employees not to use other employees' workspaces/ equipment or share items. If unavoidable, item must be disinfected frequently following our cleaning and disinfecting procedures.
  - DFS will set staggered and/or spaced lunch/break schedules.
- Discuss the use of personal protective equipment (PPE) per our customer and employee guidelines.
- Review guidelines on Employee & Customer Wellness Practices.
- Review policy regarding Health and personal hygiene practices emphasizing if you're not feeling well, stay home and notify your manager. Any employee who exhibits flu-like symptoms will be sent home.



# Customer and Employee Wellness Practices



# DFS will **make our precaution measures visible** to customers along their journey

## STORE ENTRANCE



**Temperature check at the entrance** for every customer

*Limit number of entry points if necessary*



**Hand sanitizer stations** at each entrance

*Mandatory for every customer entering the store*



**Clear signage** with our COVID-19 precautions at the entrance

*Positioned as, We Care About Your Wellbeing*

## GENERAL AREAS AND TOILETS



**Sanitize all surfaces** in public areas every 30 minutes.

*Clear signage with our COVID-19 precautions must be visible in all high touch areas such as POS counters, escalators, etc.*



**Sanitizer stations** must be visible across the entire store

*Suggested placement: store/boutique entrances, escalator step off points, resting areas, water stations, outside washrooms*



**Proper handwashing techniques reminders** in all toilets |



**Comply with local government regulations** requiring customers to wear masks.



**Control traffic to prevent big crowds**

*Identify areas of potential congestion, implement floor marking for safe distance queueing*

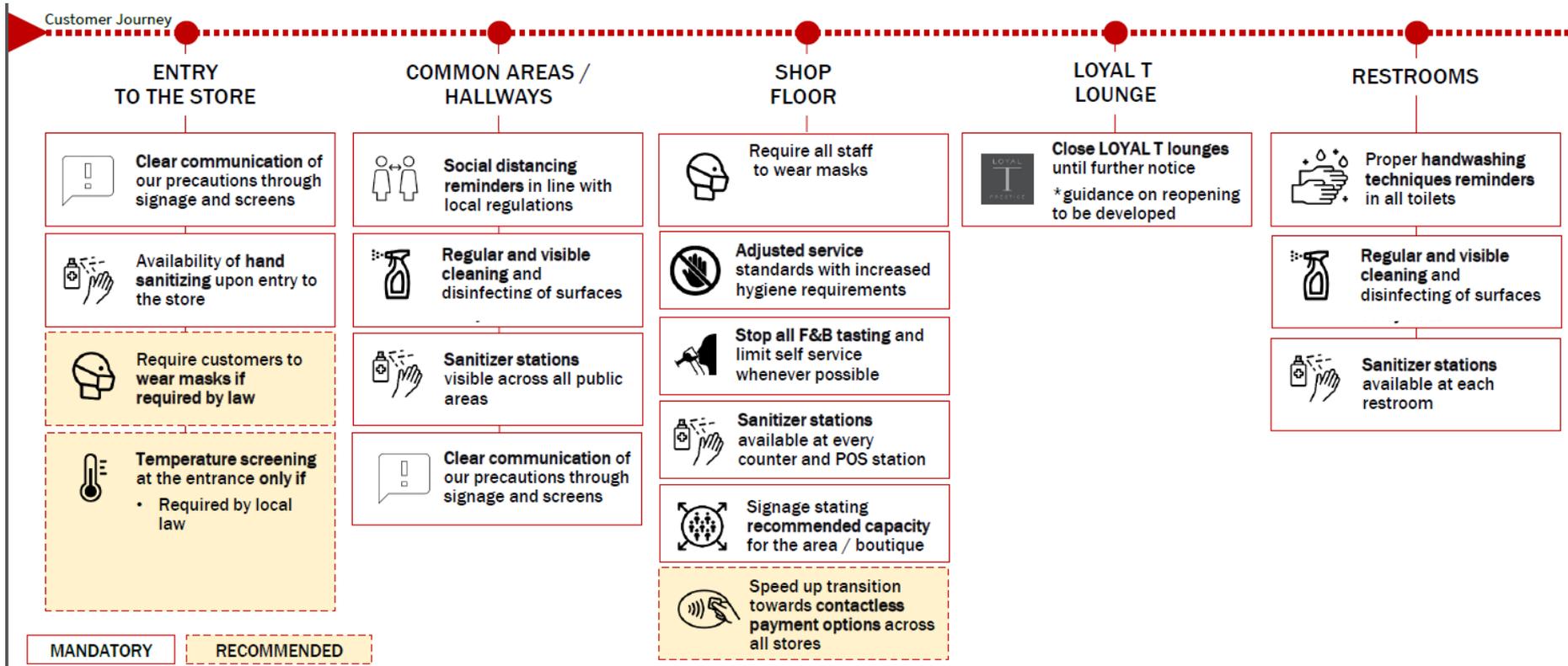
*6ft distance between customers, if required by local regulations*



New practice



# Summary of DFS global measures that serves as our guide in adapting to local regulations



# General Guidance on Customer Wellness



## ENTRANCE

1. **Temperature checks for all customers** before entering the store
2. Offer **hand sanitizer** at the entrance
3. Show **signage** explaining the wellness measures DFS is taking to keep everyone safe
4. Follow local government guidelines for **masks**.



## GENERAL AREAS

1. Hand **sanitizer stations** at boutique entrances, makeup counters, case lines, escalator step off points and outside washrooms
2. Mark the floor to indicate **safe social distance (6ft)** between customers in front of POS, between makeover counters, Loyal T lounge, etc.
3. **Sanitize** POS, iPads, testers, handrails, makeover stations, shopping baskets, POS counters including **fabric spray to sanitize sofas** and other cloth furniture
4. Display **clear signage** on sanitizing surfaces, general areas, shopping baskets indicating how often they are cleaned.
5. Empty **trash bins** every two hours



## TOILET

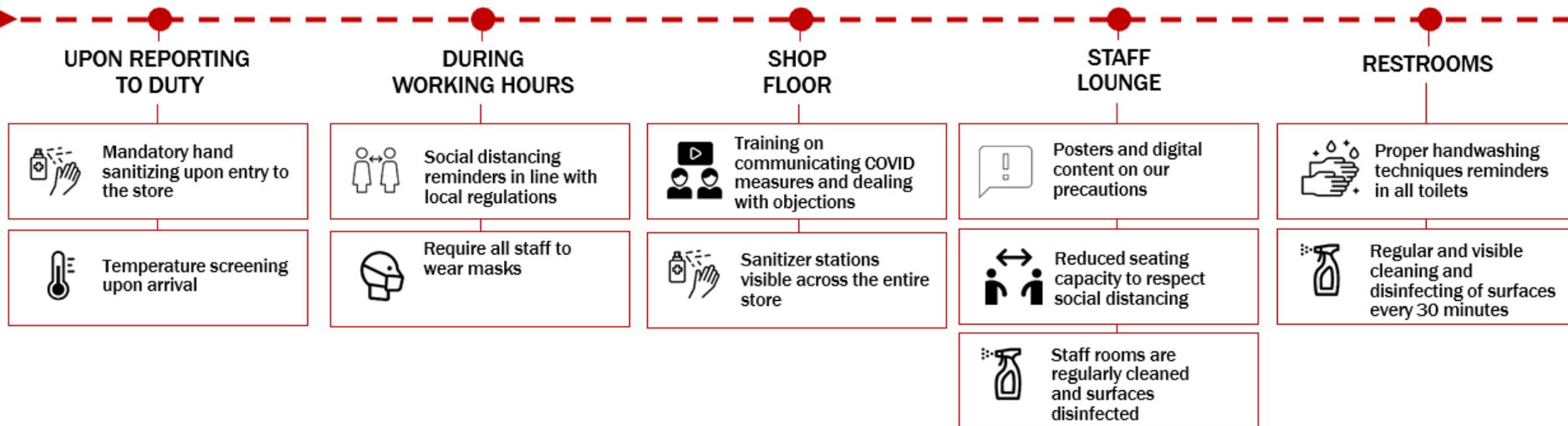
1. Add signs to mirrors **displaying proper handwashing** techniques
2. Offer **hand sanitizer** outside the washrooms
3. **Clean** and disinfect washrooms **every 30 minutes**.
4. Display **clear signage** describing regular sanitizing and cleaning practices



## CHECKOUT

1. **Queue at safe distance** as indicated by markers or the floor
2. Encourage using **contactless payment**
3. If a customer uses the pin-pad or electronic signature pen, wipe it down before and after use with **alcohol wipes**
4. Associates should **sanitize** their hands after every time they **handle cash**

# Here's how we protect wellbeing of our staff



# We will develop simple, straightforward communications with strong visuals

**安全防疫 放心購物**

DFS 持續密切留意疫情發展，並適時採取更有效的應對措施以確保店舖衛生與安全。感謝您的諒解與支持！

**KEEPING YOU SAFE AT DFS**  
We are closely monitoring the situation and taking all necessary measures to keep our stores safe and hygienic. Thank you for your understanding and support!

我們持續所有顧客在店前  
前接受體溫檢測，歡迎體  
溫不超過38°C之顧客進入  
We'll be taking the  
temperature of all guests  
before entry. Guests with  
readings below 38C are  
welcome to enter

我們懇請所有顧客及員工  
在店舖期間內佩戴口罩  
We would like to kindly  
request that our guests  
and staff wear a face  
mask at all times

我們將每兩小時進行  
一次消毒，確保您可享受  
安全而衛生之購物環境  
We perform disinfecting  
procedures every 2 hours  
to ensure a safe and  
hygienic environment for  
you to enjoy

我們已實行頻密的消毒  
程序，確保您可享有安全  
而衛生之購物環境。  
Our frequent disinfecting  
procedures ensure a safe  
and hygienic environment  
for you to enjoy

所有櫃檯均備有酒精  
搓手液，方便您隨時  
消毒雙手  
We invite you to help  
yourself to our hand  
sanitizers provided at all  
of our counters

為保障顧客及員工的安全，  
進入店舖後建議可與他人  
保持至少6英尺的距離。  
To protect our guests and  
staff, please maintain a  
distance of 6 feet from  
others upon entering the  
store

**安全防疫 · 放心購物**

DFS GROUP LIMITED

我們將密切留意疫情發展，並適時採取更有效的應對措施以確保店舖衛生與安全。感謝您的諒解與支持！

**KEEPING YOU SAFE AT DFS**  
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前接受體溫檢測，歡迎體溫不超過  
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我們懇請所有顧客及員工在店舖期間  
內佩戴口罩  
We would like to kindly request that  
our guests and staff wear a face mask  
at all times

我們將每兩小時進行一次消毒，確保  
您可享受安全而衛生之購物環境  
We perform disinfecting procedures  
every 2 hours to ensure a safe and  
hygienic environment for you to  
enjoy

我們已實行頻密的消毒程序，確保  
您可享有安全而衛生之購物環境。  
Our frequent disinfecting procedures  
ensure a safe and hygienic  
environment for you to enjoy

所有櫃檯均備有酒精搓手液，方便  
您隨時消毒雙手  
We invite you to help yourself to our  
hand sanitizers provided at all of our  
counters

為保障顧客及員工的安全，進入店  
舖後建議可與他人保持至少6英尺  
的距離。  
To protect our guests and staff,  
please maintain a distance of 6 feet  
from others upon entering the store



Clear and visual signage at the entrances and around the store



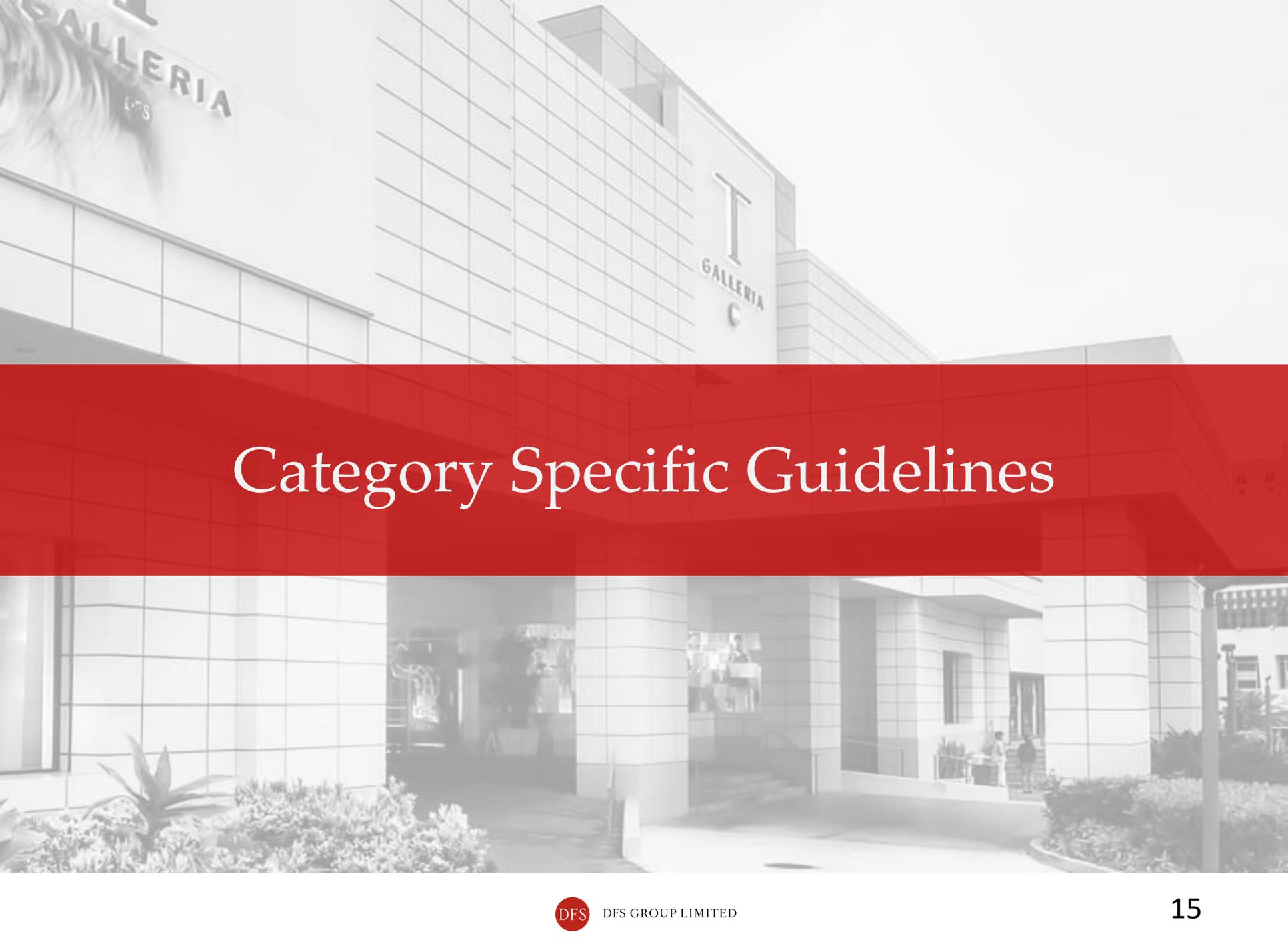
Update website with our wellness measures within one click from homepage



Include messaging on customer and employee wellness into our WeChat, email, and other social media comms



Inform our TIM partners, landlords, and other stakeholders



# Category Specific Guidelines



# Product tasting will be limited, product demos will require a **various degree of changes depending on the category**



# Category-specific **guidelines on product demonstrations**

	 Beauty	 Fashion	 WJA	 SWTFG
 Sanitize your hands before service	●			
 Wear disposable gloves for product trial		●	●	●
Use digital tools to interact with products	●	●	●	
 Use disposable testers	●			●
 Sanitize display items regularly	●	●	●	
Make sanitization stations visible	●	●	●	●

 New practice

# Beauty: Guidance on product trials



- Lip-gloss
- Eye shadow
- Mascara
- Foundation
- Blush
- Jars / pots of cream

## Use disposable applicators



- Lipstick
- Highlighter stick
- Eyebrow pencil
- Eyeliner
- Foundation compact
- Perfume bottle and pump
- Skincare bottle and pump

## Wipe the product with an alcohol before each application



# Beauty: Hygiene is top priority, minimal self-service, provide options for product trial

## GENERAL MEASURES



Minimize customer self service with testers



Use disposable applicators when possible



Spray multiuse tools and products with alcohol before and after use



Avoid touching a customer's face, apply product to their hands

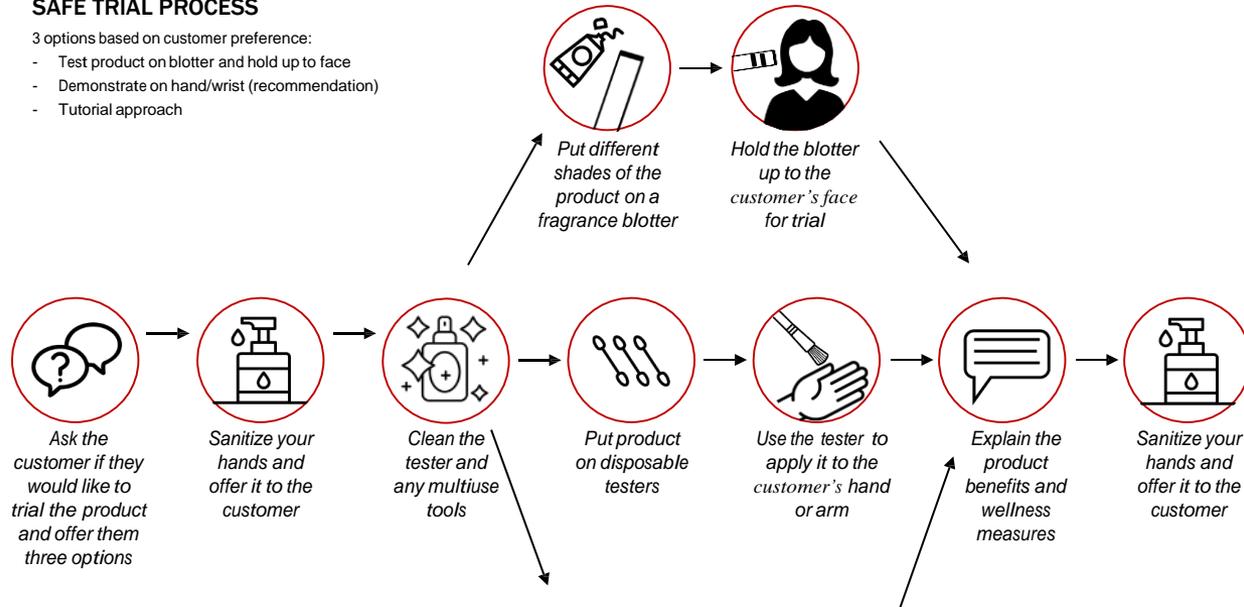


Explain wellness measures you are taking to the customer and offer them wellness tips

## SAFE TRIAL PROCESS

3 options based on customer preference:

- Test product on blotter and hold up to face
- Demonstrate on hand/wrist (recommendation)
- Tutorial approach



# OFFER COURTEOUS PRODUCT TRIAL GUIDELINE: SKINCARE PRODUCT TRIAL:

## Skincare Product:

- ✓ **Use 70% alcohol-based hand rub for hand sanitizer before and after service**
- ✓ **Only disposal service tools allowed**
- ✓ **Do not re-use disposal service tool**
  
- **Liquid type (Toner, essence water etc...)**  
Damp cotton pad and invite customer to experience
  
- **Creamy texture** (Face cream, eye cream, mask, body cream, hand cream etc...)  
Use Q-tip to apply product on customer's hand and invite customer to experience.
  
- **Serum texture**  
A drop of serum on customer's back of hand and invite customer to experience.

## Remarks:

### When offer the product trial:

- Adopt engaging body language, i.e. eye contact, open gestures to guide customer.
- Romance product with FAB and offer beauty tips
- Ask for customer feedback after product trial

### Tester hygiene requirement:

- Tester surface: use 70% alcohol-based alcohol to sanitize
- Tester inner side: use Q-tip to wipe off the top layer
- Tester with a pump: use 70% alcohol-based alcohol to sanitize

# OFFER COURTEOUS PRODUCT TRIAL GUIDELINE:

## MAKEUP PRODUCT TRIAL:

### Makeup Product:

- ✓ **All makeup brushes are temporarily suspended**
- ✓ **Use 70% alcohol-based hand rub for hand sanitizer before and after service**
- ✓ **Only disposal service tools allowed**
- ✓ **Do not re-use disposal service tool**
- **Foundation:** sponge or Q-tip
- **Powder:** cotton pad or tissue
- **Blush:** cotton pad or tissue
- **Eye Shadow:** Q-tip or disposable eyeshadow applicator
- **Mascara:** disposable mascara wand
- **Lipstick:** Q-tip or disposable lip brush
- **All pencil type:** Use sharpener to sharp before and after usage

### Remarks:

#### When offer the product trial:

- Adopt engaging body language, i.e. eye contact, open gestures to guide customer
- Romance product with FAB and some beauty tips
- Ask for customer feedback after the product trial

#### Tester hygiene requirement:

- Tester surface: use 70% alcohol-based alcohol to sanitize
- Tester inner side: use Q-tip to wipe off the top layer
- Tester with a pump: use 70% alcohol-based alcohol to sanitize

# OFFER COURTEOUS PRODUCT TRIAL GUIDELINE: FRAGRANCE EXPERIENCE:

## Fragrance and body product trial:

- ✓ **Use 70% alcohol-based hand rub for hand sanitizer before and after service**
- ✓ **Do not pre-spray fragrance on a blotter**
- ✓ **Discard all used blotter immediately**
- ✓ **Do not smell the fragranced blotter before passing it to customer**

## Fragrance

- **Spray on the blotter and invite customer to experience**
- **Perfume balm & body cream**  
Use Q-tip to get product for customer, and to invite customer to experience

## Remarks:

### When offer the product trial:

- Adopt engaging body language, i.e. eye contact, open gestures to guide customer
- Use catchwords when introducing perfume to increase the attractiveness of perfume.
- Share the fragrance storytelling, ingredients and design of the bottle, to enhance the interaction during the selling ceremony.

### Tester hygiene requirement:

- Tester surface: use 70% alcohol-based alcohol to sanitize
- Tester inner side: use Q-tip to wipe off the top layer
- Tester with a pump: use 70% alcohol-based alcohol to sanitize
- Blotter: Discard all used blotters immediately

# Watches & Jewellery: Disposable gloves and UV sanitization of products

## SETUP



Minimize customer self service with display items



Ensure the counter is clean and neatly organized at all times

## PRODUCT TRIAL



+ Sanitize the product with UV light before and after each trial



+ Wear disposable gloves when assisting product trial

+ New practice

# Watches & Jewellery Wellness

## GOLDEN RULES



Minimize customer self service with products



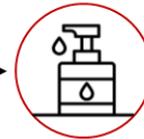
Ensure the case line/boutique is clean and organized

## SAFE TRIAL PROCESS

- 2 options based on product material
- Alcohol wipe for metal and jewels
  - Plain cloth and gloves for leather



Ask the customer if they would like to trial the product



Sanitize your hands and offer it to the customer



Clean metal and jewels with an alcohol wipe  
Or use of UV wand



Explain the product benefits and wellness measures



Sanitize your hands and offer it to the customer



Wipe leather with cotton and offer the customer a glove, tissue or plastic film to wear during trial

# Fashion & Accessories: Disposable gloves and UV sanitization of products

## SETUP



Minimize customer self service with display items



Ensure the boutique is clean and neatly organized at all times

## PRODUCT TRIAL



+ Sanitize small products with UV light before and after each trial



+ Wear disposable gloves when assisting product trial

+ New practice

# Fashion & Accessories Wellness

## GOLDEN RULES



Minimize customer self service with products

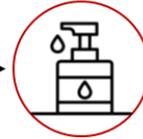


Ensure the case line/boutique is clean and organized

## SAFE TRIAL PROCESS



*Ask the customer if they would like to trial the product*



*Sanitize your hands and offer it to the customer*



*Wipe leather with cotton and offer the customer a glove or plastic film to wear during trial*

*Or use of UV wand*



*Explain the product benefits and wellness measures*



*Sanitize your hands and offer it to the customer*

# Food and Gifts: Individually wrapped samples

## PRODUCT TRIAL



+ Only offer individually packaged samples or use in disposable cups



+ Ask customers to unwrap their own sample



+ Wear disposable gloves when offering samples

# SUSPEND ALL SAMPLING AND TASTING

+ New practice

# Spirits, Wines, Food and Gifts: Individually wrapped samples

## GENERAL MEASURES



Only offer individually wrapped samples



Ensure the case line/boutique is clean and organized

## SAFE TRIAL PROCESS



*Ask the customer if they would like to trial the product*



*Sanitize your hands and offer it to the customer*



*Ask the customer to unwrap the product themselves*



*Explain the product benefits and wellness measures*



*Sanitize your hands and offer it to the customer*

# SUSPEND ALL SAMPLING AND TASTING



# Reopening Plan





# T Galleria by DFS Guam

## Queuing, POS & UV wand plan

Phase 1 opening (Destinations, Beauty, WJA & Icon boutiques)

Temporary barriers closing off fashion world until phase 2

Queuing lines (6 FT distance markers)

POS location (16)

UV hand wand placement (20)

Stanchions

### INTERIOR Floor Markers (Icon Brands)

Location	# of Markers
Hermes	4
LVMH	15
Prada	7
Mui Mui	5

### EXTERIOR Floor Markers

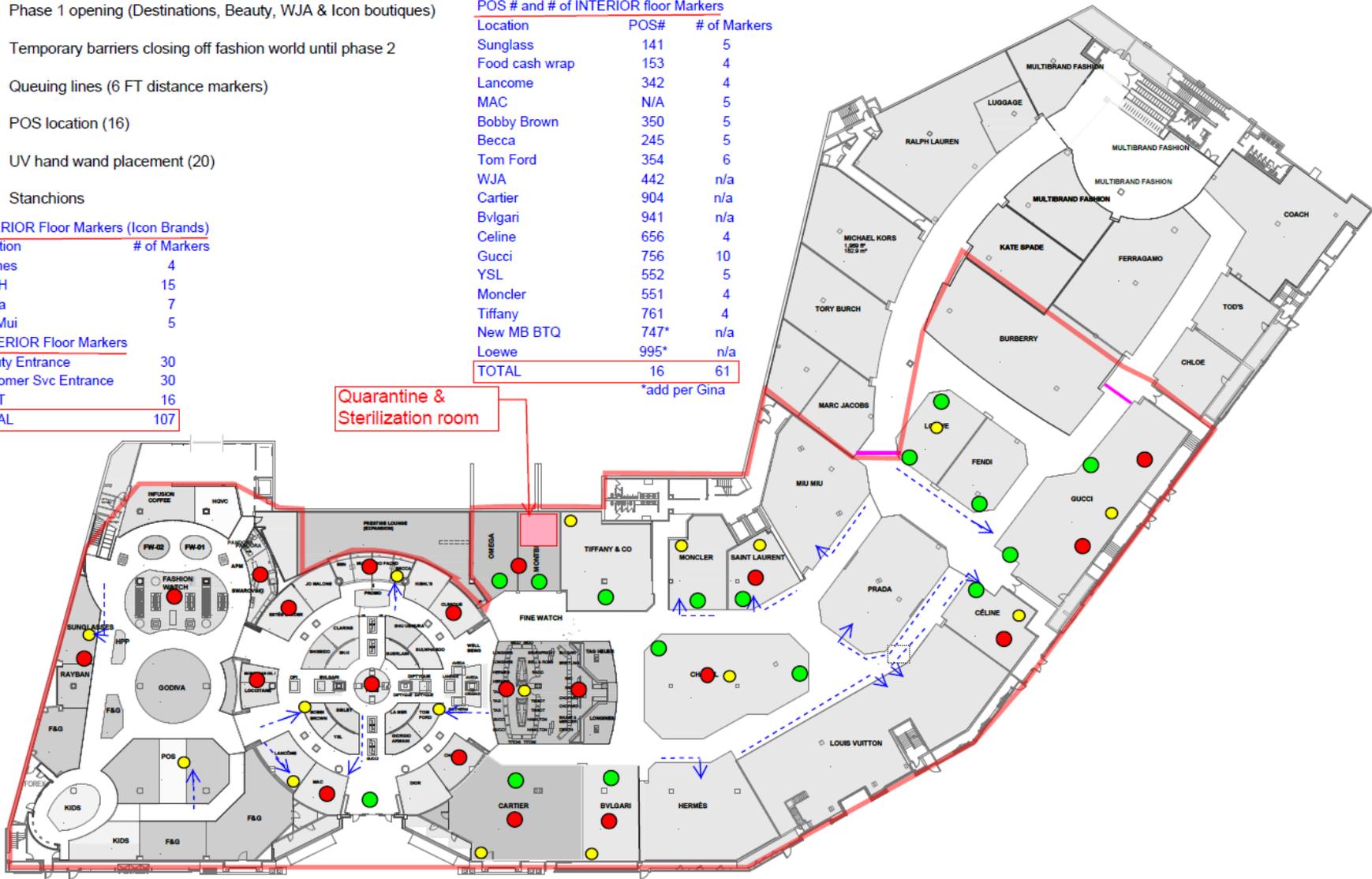
Beauty Entrance	30
Customer Svc Entrance	30
TCAT	16
<b>TOTAL</b>	<b>107</b>

### POS # and # of INTERIOR floor Markers

Location	POS#	# of Markers
Sunglass	141	5
Food cash wrap	153	4
Lancome	342	4
MAC	N/A	5
Bobby Brown	350	5
Becca	245	5
Tom Ford	354	6
WJA	442	n/a
Cartier	904	n/a
Bvlgari	941	n/a
Celine	656	4
Gucci	756	10
YSL	552	5
Moncler	551	4
Tiffany	761	4
New MB BTQ	747*	n/a
Loewe	995*	n/a
<b>TOTAL</b>	<b>16</b>	<b>61</b>

\*add per Gina

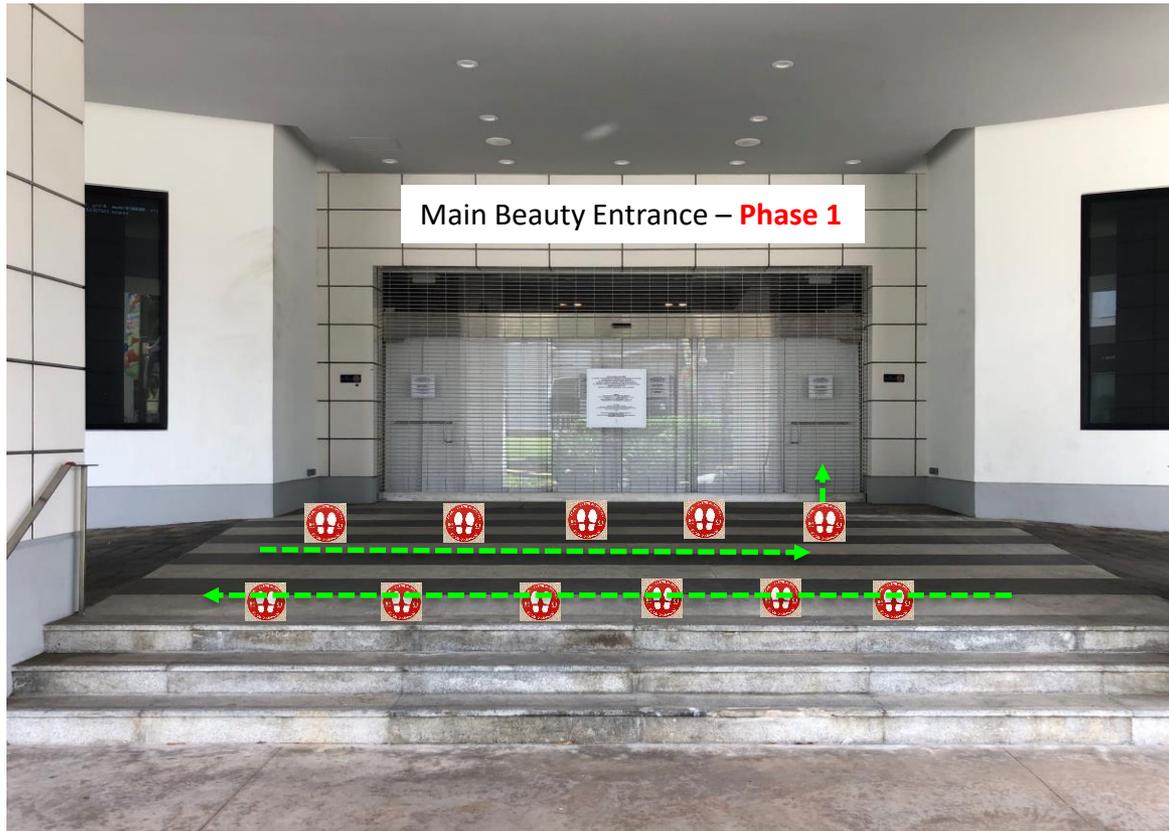
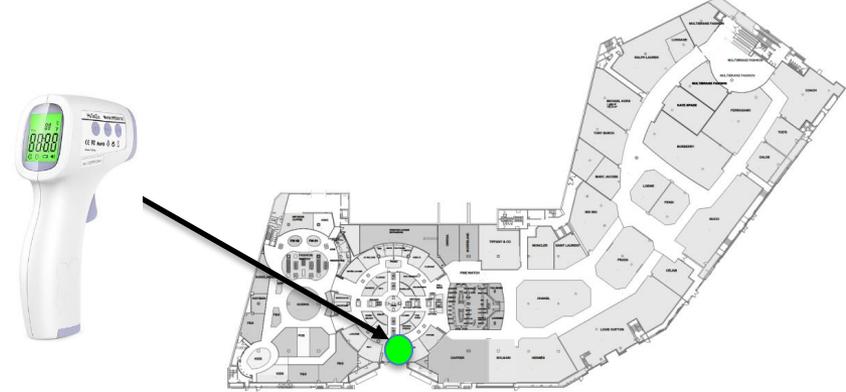
Quarantine & Sterilization room



<b>T Galleria by DFS Guam</b>	
Occupancy calculation per U.S. Fire Administration based on social distancing during the COVID-19 Pandemic	
<b>TOTAL BUILDING OCCUPANCY</b>	<b>Occupancy</b>
<b>Phase 1 (destinations, beauty, luxury and Icon BTQ's)</b>	<b>601</b>
Phase 2 (fashion world)	186
Phase 1 & 2 combined	<b>787</b>
<b>By World</b>	<b>Occupancy</b>
Destinations	168
Beauty	124
Luxury & Icon Btq's + Fendi, Loewe & Burberry	309
Fashion World excludes Fendi & Loewe & BB	186
	<b>787</b>
<b>By Individual branded Boutiques - Phase 1</b>	<b>Occupancy</b>
Omega	7
MontBlanc	5
Tiffany	14
Moncler	9
Saint Laurent	7
Mui Mui	18
Prada	19
Gucci	29
Celine	9
Louis Vuitton	44
DFS (former Chanel)	26
Hermes	20
Bvlgari	9
Cartier	22
Burberry	31
Loewe	8
Fendi	8
	<b>285</b>

<b>By Individual branded Boutiques - Phase 2</b>	<b>Occupancy</b>
Marc Jacobs	6
Tory Burch	14
Michael Kors	17
Polo (include LSS)	29
Multi-brand	52
Kate Spade	12
Coach	22
Rimowa	7
Chloe	7
	<b>166</b>
<b>Godiva Café</b>	<b>6</b>

Temperature check to be performed inside the main entrance (section stanchion off), once passed, customer will be required to use the automatic hand sanitizing dispenser prior to proceeding to shop. Stanchions to be used to direct customer to que in line.



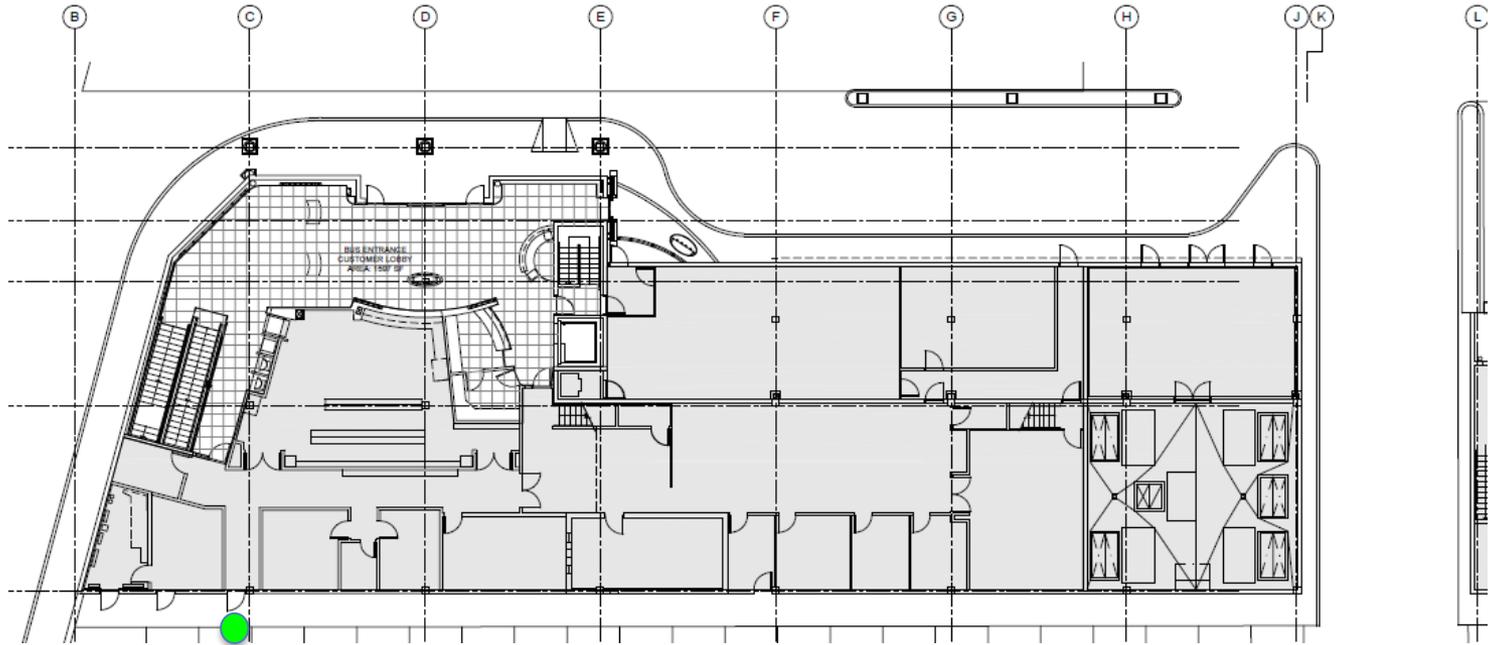


temperature check to be performed at the main entry points and manned by security.



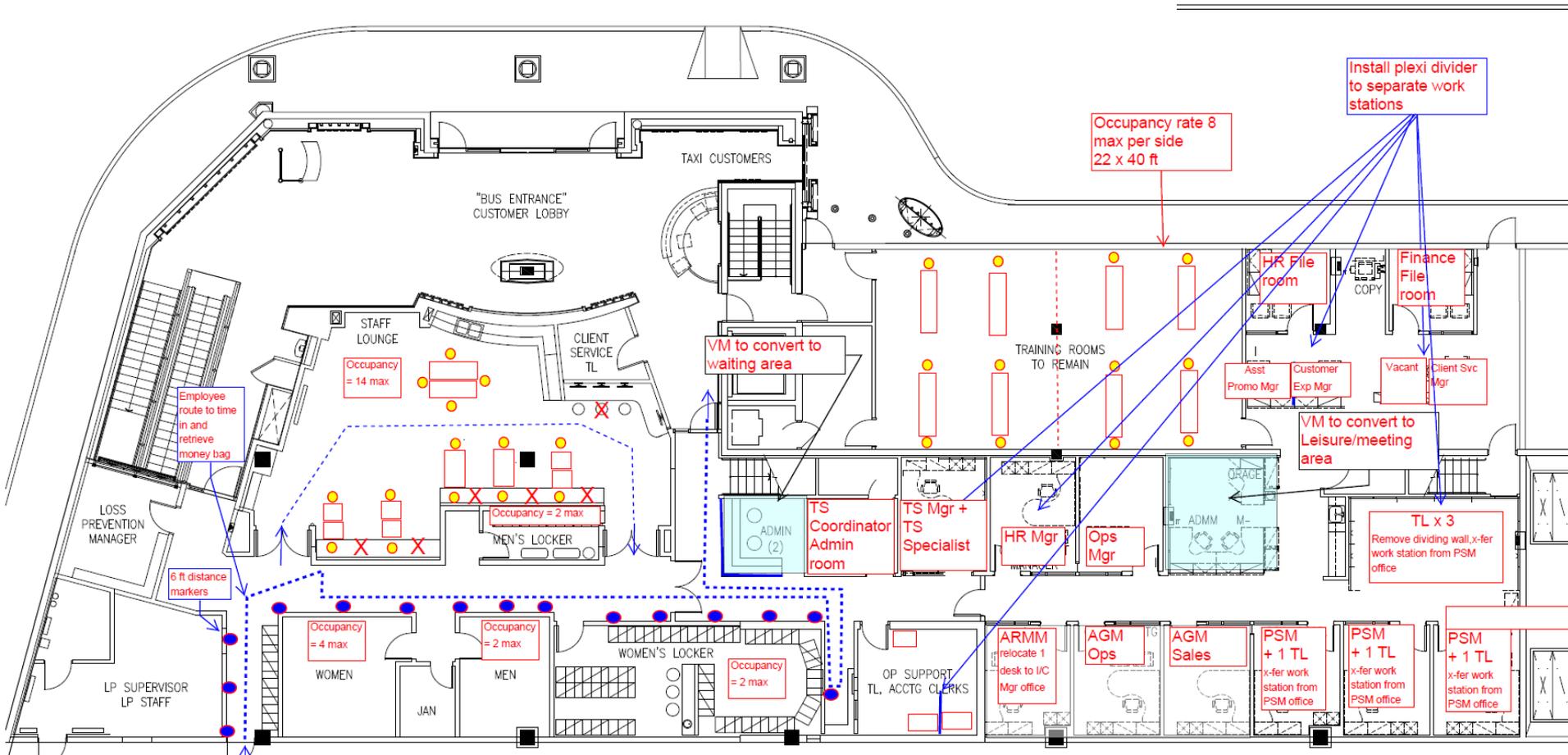
Automatic hand sanitizer dispensing units will be placed throughout the store as well as made available at all counters

# Employee Entrance – Parking Level



Temperature check to occur at security check office, once passed, employees will be required to use sanitize their hands.

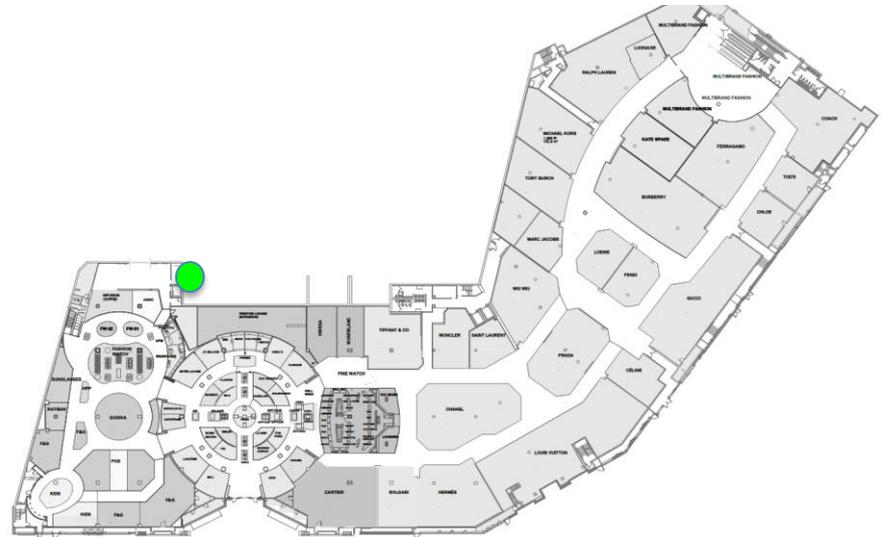
# 2<sup>nd</sup> floor Back of House modifications to comply with 6 ft distancing



## Main bus drop off entrance – Phase 2 (timing to be determined)



Temperature check to be performed outside the entrance, once passed, customer will be required to use the automatic hand sanitizing dispenser prior to entering the store. Stanchions to be used to block access and sign to direct customer to queue in line.

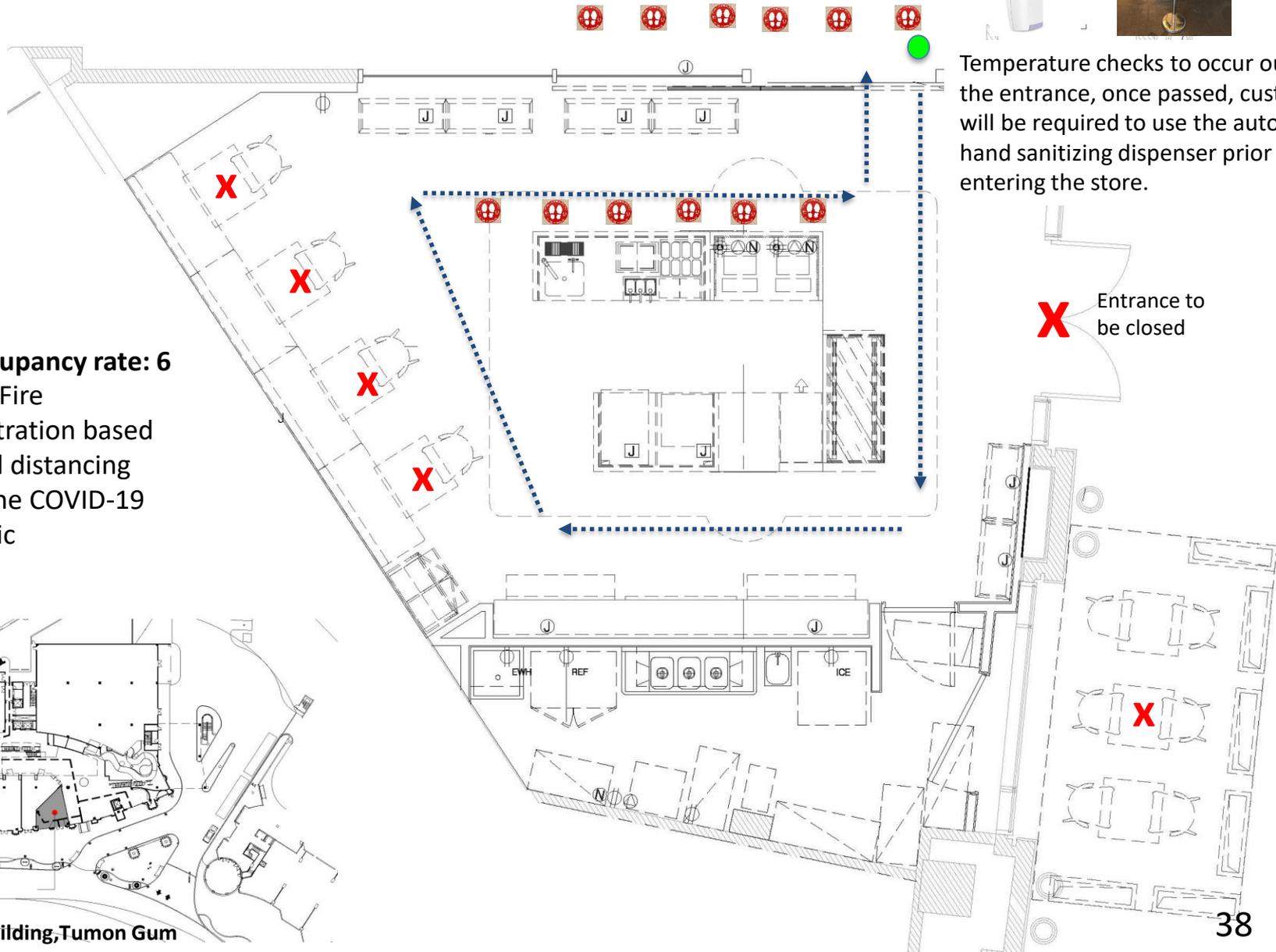


# DFS Guam –Godiva Cafe

**Phase 2 opening TBD** - Store operating hours: 1pm~7pm daily



Temperature checks to occur outside the entrance, once passed, customer will be required to use the automatic hand sanitizing dispenser prior to entering the store.

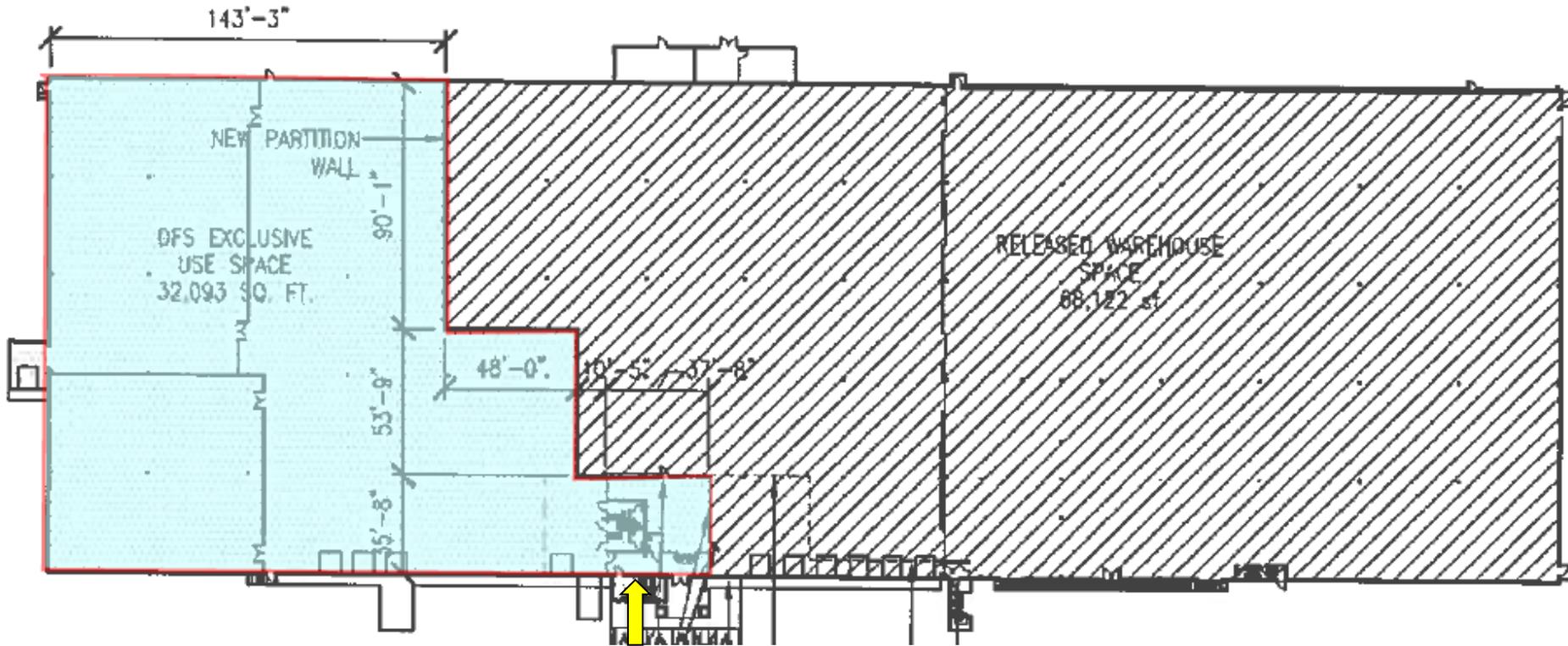


**Max occupancy rate: 6**  
per U.S. Fire  
Administration based  
on social distancing  
during the COVID-19  
Pandemic

**X** Entrance to  
be closed

# DFS Guam – Central Distribution Center

Operating hours: 7am~5pm Monday~Friday



Temperature checks to occur at the main entrance of the WH, once passed, employees and visitors i.e., delivery personnel will be required to wear a mask and sanitize their hands prior to entering.



# SAMPLE SIGNAGE



# Signage will reflect our customer obsessed culture

- Overall message is that we care about the wellness of our customers
- Tone will be positive and inclusive
- Specifically explain what is being done to protect their health

## **WE CARE**

*At DFS, we care deeply about our customer and employee wellness. These are some of the measures we are taking to ensure a safe and comfortable shopping environment.*

1. Increased cleaning of public areas and surfaces.
2. Marked general areas to maintain a safe social distance while shopping with us
3. Offer alcohol-based sanitizers available across the store
4. Provide options for your product trials, all based on your level of comfort
5. All our staff members go through daily temperature checks and will have to wear masks inside the store.

*But we also need your help! We ask that you allow us to take your temperature and sanitize your hands upon entering. We are in this together, and we will come out stronger!*

**KEEPING YOU SAFE AT DFS**

WE ARE CLOSELY MONITORING THE SITUATION AND TAKING ALL NECESSARY MEASURES TO KEEP OUR STORES SAFE AND HYGIENIC.

THANK YOU FOR YOUR UNDERSTANDING AND SUPPORT!

DFSで安全にお過ごしいただくために状況を注視し、安全で衛生的な店舗を維持できるよう、必要な対策をすてて行っております。お客様のご理解とご協力に感謝いたします。

We'll be taking the temperature of all guests before entry. Guests with readings below 38C are welcome to enter.  
ご来店時にお客様への体温を実測いたします。38度未満の方はご来店いただけます。

To protect our guests and staff, please maintain a distance of 6 feet from others upon entering the store.  
お客様とスタッフの安全のため、店内ではフィート(約1.8m)の列人距離を確保していただきますようお願いいたします。

We kindly require that our guests wear a face mask at all times.  
店内では常にマスクの着用をお願いいたします。

Our frequent disinfecting procedures ensure a safe and hygienic environment for you to enjoy.  
衛生的で安全にお過ごしいただけるよう、繰り返し消毒作業を実施しております。

We invite you to help yourself to our hand sanitizers provided at all of our counters.  
店内各所に手指用消毒液を設置いたしましたので、どうぞご利用ください。



**KEEPING YOU SAFE AT DFS**

We are closely monitoring the situation and taking all necessary measures to keep our stores safe and hygienic. Thank you for your understanding and support!

- Temperature monitoring: We are taking the temperature of all guests before entry. Guests with readings below 38°C are welcome to enter.
- Social distancing: To protect our guests and staff, please maintain a distance of 6 feet from others upon entering the store.
- Face masks: We kindly require that our guests wear a face mask at all times.
- Disinfecting: Our frequent disinfecting procedures ensure a safe and hygienic environment for you to enjoy.
- Hand sanitizers: We invite you to help yourself to our hand sanitizers provided at all of our counters.
- Staff safety: We are closely monitoring the situation and taking all necessary measures to keep our staff safe and hygienic.

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**SIGNAGE:** Posters displayed at entrance, on pylons and digital screens in store

**HOW TO HANDWASH**

- Wet hands with water.
- Apply liquid soap to all surfaces of hands.
- Scrub hands for at least 20 seconds.
- Rinse hands with water.
- Pat hands dry with a clean towel.
- Use paper towels to turn off the faucet.
- Use hand sanitizer if available.

Restrooms

**THANK YOU**  
FOR PRACTICING SOCIAL DISTANCING

ソーシャルディスタンスへのご協力ありがとうございます

Floor Markers



OUR PRODUCTS ARE  
**SANITIZED  
REGULARLY**

BEFORE AND AFTER EVERY USE

---

商品は着用前後および定期的に消毒しております。

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DFSで安全にお過ごしいただくために  
状況を注視し、安全で衛生的な店舗を維持できるよう、必要な対策をすべて行ってまいります。  
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TO SAFEGUARD OUR GUESTS AND STAFF,  
PRODUCT TRIALS, SAMPLING, AND

# TASTINGS HAVE BEEN SUSPENDED

FOR THE TIME BEING

---

お客様とスタッフの安全のため、商品の試食や試飲などを一時的にお休みしております。

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FOR YOUR PEACE OF MIND,  
ANY PRODUCTS TRIED ON BY A GUEST WILL BE  
**QUARANTINED AND SANITIZED  
FOR 24 HOURS**

---

安心してご利用いただくため、試着後の商品は24時間隔離しております。

### KEEPING YOU SAFE AT DFS

We are **closely** monitoring the situation and taking **all** necessary measures to keep our stores safe and hygienic.  
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お客様のご理解とご協力に感謝いたします。



OUR BEAUTY ADVISORS  
**SANITIZE  
THEIR HANDS**

BEFORE SERVING YOU

---

ビューティアドバイザーは、  
個別の接客前に手指を消毒しております。



FOR YOUR PEACE OF MIND,  
OUR TESTERS ARE  
**SANITIZED  
REGULARLY**

BEFORE AND AFTER EVERY USE

---

安心してご利用いただくため、  
テスターは使用前および定期的に消毒しております。

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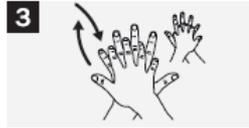
Wet hands with water  
用流水湿润双手



Apply enough soap to cover  
all hand surfaces  
涂抹足量的洗手液 (或肥皂)



Rub hands palm to palm  
掌心相对并相互揉搓



Right palm over left dorsum  
with interlaced fingers and vice versa  
右手掌放于左手背上, 手心对手背  
沿指缝相互揉搓, 双手交换进行



Palm to palm with fingers interlaced  
掌心相对, 双手交叉沿指缝相互揉搓



Backs of fingers to opposing palms  
with fingers interlocked  
洗指背, 把指背放在另一手掌心揉搓,  
双手交换进行



Rotational rubbing of left thumb  
clasped in right palm and vice versa  
洗拇指, 一手握另一手大拇指放于掌心揉搓,  
双手交换进行



Rotational rubbing, backwards and  
forwards with clasped fingers of right  
hand in left palm and vice versa  
洗指尖, 指尖合拢放于另一掌心  
前后旋转揉搓, 双手交换进行



Rinse hands with water  
用流水将双手彻底冲洗干净



Dry hands thoroughly  
with a single use towel  
用一次性擦手纸擦干双手



Use towel to turn off faucet  
用擦手纸关上水龙头



Your hands are now safe  
双手洗干净, 健康在你手

# HOW TO HANDWASH

如何正确洗手



# CUSTOMER & EMPLOYEE WELLNESS TRAINING



# Wellness Training Approach

Three weeks before opening

Two-Three weeks leading up to opening

OPENING!

For one month after opening

For one month after opening

Start publicizing one week after opening

**E-Campus module** to introduce new SOPs; mandatory 100% completion

Staff attend a half-day **workshop** to practice new SOP

**T-Gathers** reinforce wellness topics through videos, roleplays, games and activities

Reminders are displayed in **BOH posters** and **reference guides** placed at each POS

Mandaring language **E-Campus module** to help staff communicate wellness measures



**SIX RULES FOR CUSTOMER ENGAGEMENT**

- 1 Minimize customer self-service, instead guide customers through product presentation.
- 2 Always ask a customer's permission before product trial or other interaction.
- 3 Do not touch a customer's face.
- 4 Sanitize your hands before and after any customer contact.
- 5 Only use single use applicators for beauty products and only offer individually wrapped food samples.
- 6 Explain the wellness measures we are taking to our customers.

*Customer & Employee Wellness*

Show me you care	您需要紙巾或消毒液嗎?	Would you like some hand sanitizer/a tissue?
Understand me	為了您的安全及健康著想, 這纔先幫您消毒清潔一下	For your safety and health, let me help you disinfect and clean
Inspire me	讓我為您分享/示範一些有關口罩/護膚/產品清潔消毒的小貼士	Let me share/demonstrate some tips in skincare under mask / product cleaning tips for you.
Make it easy for me	這邊人比較多, 不如我帶您這邊為您介紹吧!	There are many people here. Please come this way and I will show you with more products.
Appreciate my loyalty	感謝您對 DFS 的支持, 祝您身體健康, 期待您再次光臨。	Thank you for supporting DFS, I wish you good health and look forward to seeing you again.

# All staff is required to complete E-Campus module to get familiar with the new wellness measures

- Introduction to core wellness measures
  - Employee Wellness
  - Store Environment Changes
  - Six Rules of Customer Service
- Walk through new product trial SOPs in each category

The image displays three overlapping screenshots of the E-Campus module interface. The leftmost screenshot shows a navigation menu with the following items: 'We Care About You and Our Customers!' (Lesson), 'Core Wellness Measures' (Lesson), 'Product Trail' (Lesson), 'Communicating We...' (Lesson), 'Completion Quiz' (Quiz), and 'Wrap Up' (Lesson). The middle screenshot shows a quiz titled 'Mark the following that are true:' with five checkboxes and a 'SUBMIT' button. The options are: 'Cleaning will be increased to every 2 hours', 'The Loyal T lounge will have minimized sea...', 'Staff must sanitize their hands before and a...', 'Only individually wrapped food samples are available', and 'Ask permission to touch a customer's face'. The rightmost screenshot shows a lesson titled 'Even if you and every DFS associate follows these guidelines closely, our customer will not notice the difference unless you talk about it.' It includes sections for 'Icebreaking', 'Answering Questions and Addressing Concerns', 'Guiding through Product Trial', 'Maintaining Distance', and 'Wellness Tips'. The 'Wellness Tips' section lists: 'During this time, many people are focused on living a healthier lifestyle. You can make conversation with them by talking about wellness and offering them tips such as 1. Ex: Cocco mask all day. 2. You will li Gathers soon.' Below this, there are three product trial SOPs: 'Eye shadow', 'Use Disposable Applicator', and 'Wipe the product with alcohol before application'.

# Workshop will be held to help staff **understand** and **practice** the procedures

- Focus on role playing specific situations and gaining confidence to communicate measures

Content	Environment	Group	Facilitator	Timing
Core Wellness Training	Classroom training	Entire team	SCM/LD/AGM	100 min
<i>break</i>				15 min
Category Practice Round 1	Practice on the shop floor	1/3 of team	PSM	35 min
<i>break</i>				5 min
Category Practice Round 2	Practice on the shop floor	1/3 of team	PSM	35 min
<i>break</i>				5 min
Category practice Round 3	Practice on the shop floor	1/3 of team	PSM	35 min

\* Alternate plan: half the group would do the classroom training first, then category practice. And the other half of the group would start in the categories and then move to the classroom training.

**🕒 Store Environment Changes**

- Hand sanitizer is available throughout the store
- Cleaning is increased to every two hours
- Loyal T lounges are closed
- Signage reminding customers to maintain a safe social distance

**🕒 To Say or Not to Say**

**SAY**

- Commenting on local conditions: I'm not sure, but you can check the government website for the latest updates!
- Product Trial: Would you like me to help you try that on?
- Explaining Wellness Measures: Okay, before you try it on I'm just going to clean the watch
- Social Distance Reminder: It is a bit crowded here right now. To maintain healthy social distancing, would you prefer to come back in a few minutes? Perhaps you could look in Chibe next door first?
- Wellness Tip: Aside from this cream, a little eye massage before you sleep can help you reduce the dark color.
- Icebreaking: Would you like to wipe your phone with an alcohol wipe?
- Answering Questions: We have instituted policy changes since the pandemic for our customers' wellness. But, I'm not sure about that, but let me ask my manager.

**DO NOT SAY**

- Commenting on local conditions: I heard that a coronavirus stayed at that location last week.
- Product Trial: Give me your hand to try it
- Explaining Wellness Measures: Wait while I get everything ready
- Social Distance Reminder: It is too crowded here. You can't come in. Maybe try later.
- Icebreaking: Have you been sick recently?
- Answering Questions: I don't know. Read the sign by the entrance.

# T-Gather is critical time to practice what they have learned

- Wellness briefings during daily T-Gather will bring new measures to life through videos, roleplays, games, etc.
- The topics do not have any given order, except the Welcome Back T-Gather must be day 1 of reopening

	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
WEEK 1	Welcome Back T-Gather! We Are DFS	Product Trial Team Category		Six Rules for Customer Service Team Category	Icebreaking Team Location		Wellness Tips Team Category
WEEK 2	Changes to Our Environment Team Category		Sanitizing Team Location	Local Regulation Team Category		Six Rules for Customer Service Team Category	Crowd Buster Team Location
WEEK 3		Product Trial Team Category		Celebrate Success Team Category		Handwashing Team Location	
WEEK 4	Wellness Tips Team Category		Objections Team Category		Celebrate the Destination Safely Team Location		Wellness Products Team Category

# A series of BOH posters will remind staff of the wellness measures



Core Content Reminders



Do's and Don'ts



Wellness Tips